

The JOY of COLOR

HELPFUL DECORATIVE SUGGESTIONS
FROM PAINT HEADQUARTERS

THE SHERWIN-WILLIAMS Co.

See us for a good Painter or Paperhanger
512 E. Monroe St. SPRINGFIELD
Phone Main 3767

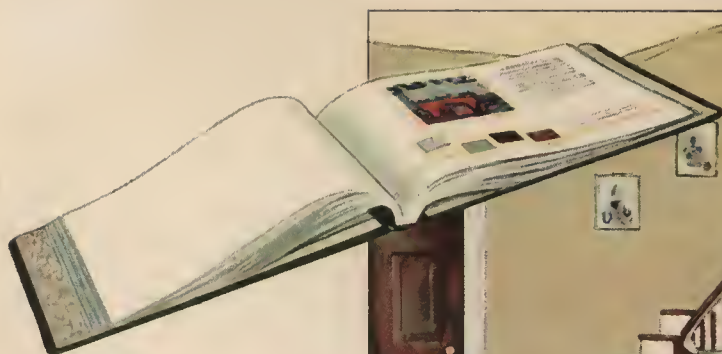




COLOR

THIS downpour of color looks like a rainbow riot. Although it comes down with abandon, you will notice that it lands with precision, discrimination, and good taste. It beautifies all sorts of useful and "homey" objects, which proves again that Color is as important on a table leg as anywhere else inside of a house, or on the outside. Good appearance is what counts . . . and how can you get it more quickly or better than with a coat of paint?

H.W.



THE JOY OF COLOR

Helpful Decorative
Suggestions from
Paint Headquarters

BY HENRIETTE WEBER

Authority on Problems of
Home Planning, Art Critic, Lecturer,
and Writer for Leading Magazines



Walls, Flat-Tone Silver Gray and Buff mixed equal
parts; Ceiling, Cream; Baseboard and cornice,
Enameloid Ivory.

"TIME TO PAINT UP" is no longer a job for the gay old springtime only. It has become a year-round proposition and may be indulged in whenever your color-sense cries out for expression, and when it comes to any kind of inside painting job—big or little—Paint Headquarters is at your service.

Here you will get expert practical advice, and we will show you our big BOOK

OF COLORS, which is crammed full of fascinating painting suggestions. It describes all kinds of paints and finishes for every purpose, and even tells you how to use these yourself—whether you are going to decorate a bean pot or a wall panel. If it is a job for a master painter, this book will help you to plan with him intelligently. You won't have to just wring your hands helplessly like the lady who frantically telephoned her husband and said, "But the painter insists on doing the room mauve!"

The color plans on page 3 emphasize two contrasting wall treatments for halls. The upper picture shows a richly decorative



Walls, Flat-Tone Pale Green and Ivory Tint mixed equal parts; Ceiling, Cream; Baseboard and cornice, Enameloid Ivory.



Walls, Flat-Tone Glaze Effect No. 29; foundation color, Coen Stone; two glaze mixtures, (1) tinted with Ultramarine Blue, (2) tinted with Japanese Brown; Ceiling, Cream; Baseboard, Oil Stain Walnut; Cornice, Cream glazed and wiped to antique finish.



plan which will appeal to all the members of the family. Your walls are as much the "foundation" of the room as the floor—more, perhaps. You are playing safe when you use a neutral color, because it won't clash with your furnishings—and besides, an unobtrusive wall color is always restful.

The upper picture on this page shows one of the artistic effects produced by "stippling" on a smooth plaster. The smooth surface takes this finish easily, and the Tiffany Glaze produces added richness. The simple Flat-Tone finish in the lower picture gives a soft, velvety effect that makes you want to reach out and touch the wall. And you can! This good quality paint makes your walls and ceilings washable.

Continued on page 29

Walls, Flat-Tone Bright Sage and Shell Pink mixed equal parts; Ceiling, Cream; Woodwork, same as walls

stippled effect finished in a Tiffany Glaze. The lower shows the walls painted in plain Flat-Tone. Either one of these wall treatments will go well with simple furniture or the most luxurious setting. Nothing strikes the eye so quickly as color. My own hall is painted a lovely archid—and the first thing everyone says, when entering, is "Oh, how lovely!"

Color makes all the difference in the world as to the livableness of a house. You simply can not be happy and contented in rooms where the colors are ugly and chilly. So, when it comes to your living room, just remember you are going to live in it. That means you will spend glad days and bad days in that room; so select a friendly color



HOW TO USE THIS BOOK

THIS small point sample book has key letters A-B-C-etc. printed on the bottom margins of each page. By motching these key letters with the identical letters on the upper margin of the larger pages below, it enables you to read about the point products you ore interested in. See some illustrated suggestions for color combinations, and ot the same time, see the exact colors referred to ond available at your Point Head-quarters. Just motch the letters in the margins when looking through these two books.



F-G-H

SHERWIN-WILLIAMS PRODUCTS



Body, SWP 496 Ivory; Trim, SWP White; Shutters, Verdos Green; Roof, Shingle
Stoin B-41 Sienna Brown.

F-G-H

A WELL GROOMED HOUSE DENOTES OWNER PRIDE—



Body, SWP 462 Cream; Trim and Shutters, SWP 470 Golden Yellow; Roof, Shingle Stain B-47 Nut Brown.



TRADE MARK
REGISTERED



Body, SWP 387 Canary Yellow; Trim, SWP White; Shutters, SWP 486 Golden Brown; Roof, Shingle Stain B-46 Thotch Brown.



Body, SWP 354 Sea Green; Trim, SWP White; Shutters, SWP 49B Moss Green; Roof, Shingle Stain C-71 Bright Green.

THE well groomed house is a credit to its owner and a credit to its neighbors. To keep up the good appearance of any house requires timely attention. Its good appearance is assured by careful upkeep, and the application at the right time of a high quality house paint such as SHERWIN-WILLIAMS SWP.

Take your own case, for example. You undoubtedly live in an attractive neighborhood. It is pleasant to look out at other well kept houses and lawns from the windows of your own home. The

SHERWIN-WILLIAMS

S-W
SEMI-LUSTRE



A Satin Finish
for all
Interior Work

Ivory White

Light Pink

Poudre Blue

Pale Green

Buff

Cream Gray

Orchid

Canary Yellow

SEE COMPLETE COLOR CARD AT PAINT HEADQUARTERS

A

F-G-H

IS YOUR HOUSE KEEPING UP WITH ITS NEIGHBORS?

cheerful feeling which this delightful outlook inspires is but a reflection of deeper and more vital things within yourself—pride of ownership, satisfaction in taking your rightful place in the community, and the thought that your own home adds its share to the attractive picture. DOES IT? You have an instinctive feeling that your house *must* keep up with the neighborhood because your house represents you. So if you have allowed it to get even a little bit down at the heel, why not give it "the once-over" quite literally by dressing it up with a new coat of paint?

For this purpose we suggest SWP, and hiring a good painter. Why not drop in at Paint Headquarters and find out all about cost and color?

Two things are necessary to a really successful painting job—a good paint and a good painter. The latter knows his job. He uses the right equipment. He prepares the surface carefully, and applies the paint skillfully. But even so he can't turn out a satisfactory job with a poor paint. When you decide to give your house a new dress, don't make the mistake of thinking you'll save money by having it done with "cheaper" paint. Many a homeowner has fooled himself that way and



Body, SWP 496 Ivory; Trim, SWP White; Shutters, Spanish Blue; Roof, Shingle Stain C-74 Medium Green.



Body, SWP 479 Pearl Gray; Trim, SWP White; Shutters, SWP 362 French Crown Green Medium; Roof, Shingle Stain C-76 Indian Red.



Flat-Tone Stippled



Buff



Ivory Tan



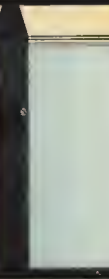
Ivory



Cream Gray



Cream



Sky Blue

B

SEE COMPLETE COLOR CARD AT PAINT HEADQUARTERS

F-G-H

A "PROSPERITY LOOK" IS A SOUND INVESTMENT—



Body, SWP 360 Cream Gray; Trim SWP 496 Ivory; Shutters, SWP 362 French Crown Green Medium; Roof, Shingle Stain B-46 Thotch Brown.

then sat by, watching his supposedly bargain paint peel off, blister, and fade, and atherwise prove it has na wearing quality. He finds it necessary to repaint much saoner than if he had used a high quality paint like SWP in the first place. When ance your house has been painted with SWP, your saving has only begun, far it will outlast "cheaper" paints by years. And all the time the walls have been PROTECTED too. The gleaming surface praduced by this paint is weather resistant.

SHERWIN-WILLIAMS

A WASHABLE FLAT WALL PAINT



WHEN YOU BUY GOOD PAINT FOR THE UPKEEP



All you need to do is to have the dust washed off with plain soap and water, and the colors will come back as clean and fresh as when new.

This is an age of color, so color is of prime importance. Sherwin-Williams have the pick of the world's best colors. That is why SWP colors are so rich, so lasting, and so true to character. Beauty of appearance which is also durable is a practical business asset. You may be thinking of selling. In that case fresh paint will change even the most weather-beaten house into a spot and span newness that will raise your asking price to a much higher figure. Or, if selling is

not in your program, the fine appearance of your home will make your living in it just that much more satisfactory.

When you have made a sound investment which calls for future payments, you certainly are going to keep up those payments to insure your original outlay. And so it is with your house—keeping it in good repair and well protected by paint when needed not only gives it that much desired "prosperity look" but safeguards the money you first put into it.

SWP saves you money. It is the most economical house paint you can use. Prove this for yourself by figuring the amount of SWP required for a certain job, and compare this to the amount needed to do the same job with any other paint. SWP is furnished in 32 rich, clean, attractive colors.

You may want to have your house painted a gleaming White with Green shutters, or Cream Gray with Ivory trim, or you may prefer a mellow Colonial Yellow. Whatever your preference, come to Paint Headquarters and we will help you select the body color and contrasting trim best suited to the architectural style of your house, while also taking into consideration its surroundings. Or, you may send full description of your house to our Decorative Studios, Sherwin-Williams Co., 601 Canal Road, Cleveland, O., and expert advice will be sent in detail.

**S-W FLOOR
ENAMEL
RAPID DRYING**



**For Wood and
Concrete**



Gray Stone No. 356



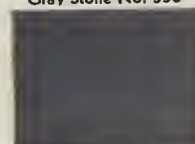
Oak No. 384



Gray No. 487



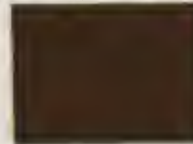
Light Oak No. 449



Slate No. 468



Dust Color No. 469



Walnut Brown No. 480



Mahogany No. 378

D

SEE COMPLETE COLOR CARD AT PAINT HEADQUARTERS

A WELL PAINTED BARN IS AN ASSET



S-W COMMONWEALTH PAINT is a general utility paint for barns and other farm buildings, garages, machine shops, mills, and similar structures, where a good but inexpensive outdoor paint is required. Commonwealth Paint goes farthest for the money. Why not paint now, and have your place looking like "a million dollars?"

A LEAKY ROOF IS A COSTLY ONE

Use S-W ELASTIC ROOF CEMENT, applied with a trowel, for repairing gutters and other roof repair work, or laying and bedding slate and tile roofing. Will also adhere perfectly to vertical surfaces. Recommended for setting greenhouse glass because it will not shrink and fall out like putty. For leaky roofs requiring an all-over protective tar coating, use S-W LIQUID ROOF CEMENT.

PAINTED METAL IS PROTECTED METAL




S-W ROOF AND BRIDGE PAINT is a product at medium price for use on exterior metal surfaces. Can also be used on wood, brick, or concrete. Has an unusually durable finish. Supplied in Black and four conservative colors.

AVOIDING THE MENACE OF CORROSION

S-W EBONOL is a thick jet-black paint which will preserve wood or metal both above and under ground. Not affected by acids, alkalis, rust, or moisture. Use it for metal roofs, foundation walls, exposed or underground piping, boilers, castings, silo interiors, tanks, plows, tractors, etc. It should not be mixed with other paints.



SHERWIN-WILLIAMS

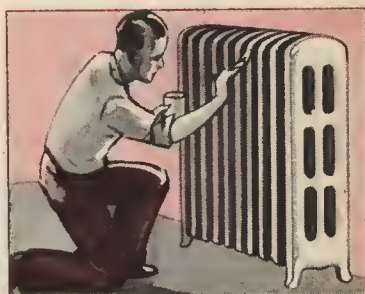
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|--|---|---|---|--|
|  |  |  |  | S-W FLO-LAC RAPID DRYING Stains and Varnishes in One Operation |
| Walnut | Dark Oak | Light Oak | Dark Mahogany | |
|  |  |  |  | S-W PORCH AND DECK PAINT Made to Walk On |
| Dark Gray No. 69 | Gray Stone No. 48 | Neutral Brown No. 45 | Dark Slate No. 51 | |

SHERWIN-WILLIAMS PAINT AND VARNISH PRODUCTS

E

DECORATING WITH ALUMINUM AND GOLD PAINT

YOU can give your radiators a lasting finish, bright as silver, with S-W ALUMINUM PAINT; or produce a rich gilded effect with a coat of S-W GOLD PAINT. These paints spread freely and are easy to apply. Can be used for a wide range of decorative effects from picture frames to furniture, supplying the demand for metal-like surfaces now so much the vogue.



A NEW COAT FOR THE STOVE PIPE

A single coat of S-W STOVE PIPE ENAMEL will make the stove pipe black and shiny and looking like new. Excellent for refinishing grates and other iron surfaces subjected to heat. Apply only when the surface is cold.

PREPARE FOR FLY TIME

Give your screens a coat of black or green S-W SCREEN ENAMEL, which adds years of service to their life. Then they will be ready for their annual battle with flies and mosquitoes. Will not clog screen mesh, and prevents rusting.



FOR ORCHARD AND GARDEN

The SHERWIN-WILLIAMS Company are the largest manufacturers of INSECTICIDES in the world, and make a complete line of spraying materials for orchard and garden. These standard products bring results you can count on.

This preparation is based on the most thorough scientific research.

SWP HOUSE PAINT



Looks Better
Wears Longer



F

SEE COMPLETE COLOR CARD AT PAINT HEADQUARTERS

YOU KNOW A HOUSE BY ITS WOODWORK



Spindles and risers, Old Dutch Enamel White;
Floor, treads and rail, Fla-Lac Dark Mahogany.

CAN'T you just feel the beauty of a house where the woodwork is a lovely solid white—not a *thin* white, not peaked bluish white—but real white with an opaque look to it that gives it an air of being there to stay... a lovely porcelain-like finish that grows lovelier with age? All this you will see on woodwork done in S-W OLD DUTCH ENAMEL, a beautiful finish and the most lasting it is possible to make.

Its smooth and lustrous surface is worthy of the finest interiors. And yet, since it will long outlast any ordinary enamel, it is by far the cheapest in the end. Its magnificent performance indoors is repeated when used for outside entrances. A stately Colonial doorway done in Old Dutch Enamel can literally become a joy forever.

This enamel is available in White, Ivory, and French Gray.

WALLS ARE POROUS—SEAL THEM

Plaster walls are porous. Plaster walls of any kind which are to be painted should first be given a coat of S-W WALL PRIMER AND SEALER, before the finishing coats are applied. This will ensure the best possible results.

PREPARING THE WAY FOR ENAMEL

S-W FLAT-RITE is an undercoat paint supplied in flat finish only, used as a foundation for all interior enamel work. It is very opaque. Use Flat-Rite under Old Dutch Enamel or Enameloid. S-W FLAT-WHITE or S-W ODP WHITE LEAD is best as a foundation for exterior enamel work.



S W P BRIGHT TRIM COLORS



SHERWIN-WILLIAMS PAINT AND VARNISH PRODUCTS

G

H

THE LURE OF COLOR ON STUCCO WALLS

A STUCCO house is always picturesque. The play of lights and shadows on its walls, the willful crudeness of its interesting texture, fairly invite the artist's touch. To keep this beauty intact, even to add to it, is possible by the right color treatment in keeping with its general character and architectural style.

Having selected an appropriate soft color, which you can do easily from the line of colors provided in S-W Stucco and Concrete Paint, or by tinting the White with Oil Colors to obtain any shade desired,



S-W Stucco and Concrete Paint, Cream; Roof, Shingle Stain B-41 Sienna Brown.



S-W Stucco and Concrete Paint, Buff.

you will find your stucco house taking this paint "treatment" most gratefully. And while it gains in color, it also retains all the character and charm of its original texture, for S-W Stucco and Concrete Paint is a preservative oil paint which dries without a gloss, and so beautifies the stucco texture instead of hiding it. Stucco, being porous, needs paint protection. A coating of Stucco and Concrete Paint makes stucco walls waterproof and prevents unsightly streaks and discoloration from soot and weathering.

**S-W STUCCO &
CONCRETE
PAINT**

**Waterproofs and
Beautifies**

**S-W
PRESERVATIVE
SHINGLE
STAIN**

**Makes Colorful
Homes**



Cream No. 156



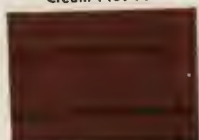
Sea Green



Cream Gray



Coral Tint



C-76 Indian Red



B-46 Thatch Brown



C-82 Silver Gray



C-71 Bright Green

H

SEE COMPLETE COLOR CARD AT PAINT HEADQUARTERS

A

A WALL PAINT WITH A SATIN LUSTRE

S-W SEMI-LUSTRE is a beautiful wall paint with a satin-like lustre which will stand hard knocks and frequent scrubblings and still retain its lovely "half glass" finish. There are many places where a sanitary washable wall is highly desirable, and yet where the glare and reflection of "full gloss" is not wanted. Semi-Lustre is therefore widely used for the home.

It is a splendid finish for kitchens, bathrooms, halls and basements, because it is so serviceable and yet so decorative. It comes in a variety of lovely colors. Where a delicate pastel shade is desired, blend with Semi-Lustre White. Semi-Lustre, because of its sanitary qualities, is used by many hospitals, schools and other public buildings.

It dries to a hard smooth finish and is easy to clean with soap and water. Unsurpassed for the service part of the house where the walls are apt to get spattered or finger-marked. An ideal finish for the children's playroom.



Semi-Lustre Light Pink; Furniture, Enameloid Rose.



Orange



Cinnamon Brown



Royal Blue



Killarney Green



Storm Gray



Cepri Blue



Yellow



Sport Red

S-W AUTO
ENAMEL



For Outside
Enamel Surfaces

SHERWIN-WILLIAMS PAINT AND VARNISH PRODUCTS

D

COLOR YOUR FLOORS THIS BEAUTIFUL WAY



Walls, Flat-Tone Buff; Floor, Mahogany Floor Enamel No. 378; Furniture, Enameloid Lovender.

COLOR on the floor is an accepted new fashion rapidly growing popular. S-W FLOOR ENAMEL, Rapid Drying, provides the color in a form easy to use on the slickest hardwood floor, or rough timber flooring, or even worn linoleum. It comes all ready to use, and is even easy to apply on interior concrete and cement flooring.

The old idea of the painted floor was largely one of necessity—the floor was in such poor condition you couldn't do anything else with it. Now we paint our floors for the sake of the color, just to complete some new decorative idea.

Here is a grand way to fix up your basement and attic floors in almost any color, and even to do your entrance hall in the polished black now so excitingly smart. Being an enamel paint, it produces a hard and gleaming finish which not only looks nice when new but can always be kept so because dirt and dust are removed easily.

S-W
ENAMELOID
RAPID
DRYING



The Decorative
Enamel



Yellow



Orange



Chinese Red



Blue



Medium Brown



Carmine



Medium Gray



Maroon

J

SEE COMPLETE COLOR CARD AT PAINT HEADQUARTERS

J-K

EXPRESS YOURSELF IN COLOR WITH

ENAM



S-W ENAMELOID is a superior rapid-drying decorating enamel ideal for kitchen and bathroom walls and ceilings, interior woodwork, furniture, and also a thousand "little" paint jobs you would have lots of fun doing yourself. It dries to a compact glossy finish in a few hours, and forms a protective film 100 percent germ-proof. After cleaning on Enameloid table or a child's toy with soap and water, you can feel perfectly sure that the Enameloid surface is absolutely sanitary. Enameloid is furnished in a delightfully complete line of

SHERWIN-WILLIAMS



Sky Blue



Rose



French Gray



Jade



Killarney Green



Lettuce



Lavender



Old Ivory

S-W
ENAMELOID
RAPID
DRYING



Every Desirable
Color

SHERWIN-WILLIAMS PAINT AND VARNISH PRODUCTS

K

J-K

THE PAINT OF A THOUSAND USES

E L O I D

colors. Select your favorite color from the Enameloid Color Card which you can get at Point Headquarters. Then, as a "home artist," you can work out your own color plan yourself.

Paint is a good harmonizer... you can take a collection of odd pieces of bedroom furniture, for example, even including a brass bed, and with a coat or two of Enameloid transform the entire lot into a completely harmonized "set" or suite. Enameloid certainly causes you to feel the joy of color. With

it you can renew almost anything in the house.



SHERWIN-WILLIAMS

ROGERS BRUSHING LACQUER



Dries While
You Wait



Chinese Red



French Gray



Indian Yellow



Lettuce



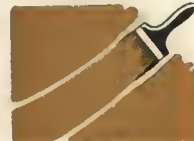
Ivory



Jade



Rich Blue



Rattan

SEE COMPLETE COLOR CARD AT PAINT HEADQUARTERS

B-C

EACH ROOM DESERVES ITS OWN COLOR—



Walls, Flat-Tone Light Yellow; Ceiling, Flat-Tone Ivory; Floor, Floor Enamel Gray No. 487; Furniture, Enameloid Sky Blue.

BY using S-W FLAT-TONE for the decorating in your house, you have at your command such a wide range of lovely colors and such a diversity of decorative wall treatment, that you can individualize the character of every room according to its particular function.

It is important to remember that wall treatment should always be carefully planned as the foundation for the color scheme of each room. You will thereby bring unity into your decorative plans for every part of the house, and achieve a true artistic effect, even when expenditure is moderate.

Consult Paint Headquarters as to colors and wall texture effects. Here you will learn all about the rich and "velvety" finish which Flat-Tone provides in any of its regular or blended colors. But Flat-Tone will do even more than this! Flat-Tone can be used on ordinary smooth plaster walls in 3 ways:

(1) PLAIN. In any regular or blended color.

(2) STIPPLED. This results in a patterned wall sometimes called "liquid wall-paper," an effect produced by sponging a second color on the foundation color. See bedroom illustration on page 30.

(3) TEXTURED TIFFANY. A richly decorative glazed effect produced by applying tinted S-W Glazing Liquid on the foundation coat of Flat-Tone.

COLOR HARMONY REFLECTS GOOD TASTE

The No. 3 process of wall decoration you will find elaborately illustrated in our **BOOK OF COLORS AND DECORATIVE SUGGESTIONS** at Paint Headquarters. Here you will find pictured the different patterns which may be produced according to the particular method used for stippling just after the tinted glaze has been brushed on the foundation color.

It may be that all your life you have wanted to decorate your home "differently." Here is your chance. A unique and beautiful wall texture sets off your furniture to the best advantage, and becomes the chief factor in the making of a truly artistic interior.

Textured Tiffany effects, by the way, may also be produced over Semi-Lustre or Enameloid, on walls, woodwork and furniture. Other unusual artistic effects with Flat-Tone are obtained by using it over rough or "antique" plaster, sized burlap, or flock paper, because of the individual texture of these materials.

Let Paint Headquarters help you in evaluating original and unique decorative ideas, and in guiding your decisions as to colors and the method in which Flat-Tone is to be used in the various rooms.

Flat-Tone walls, in any of the finishes already described, can be washed with soap and water which greatly lightens the task of housecleaning.



Walls, Semi-Lustre Light Yellow; Furniture and Woodwork, Enameloid Lettuce Green with Jade trim.



**Use the best paint
and
hire a good painter!**

GIVE YOUR CAR THAT SMART NEW LOOK

HOW about the old car? Doesn't it need a new coat of paint? For that smart-looking finish you so admire use S-W AUTO ENAMEL, and paint it yourself. You'll be proud of the result. Paint Headquarters will give you full directions for painting a car from hood to axle.

S-W Auto Enamel spreads easily and goes on so evenly it hides even the most impatient crisscross brush strokes (oh, yes, we all get that way sometimes), so that even a single coat gives you a fine looking solid finish. And a two-coat job will probably outlast the car. It is a money-saver, and convenient, too. It dries in three to five hours, under normal drying conditions, and a second coat can be applied the same day, if you wish.

The uses for Auto Enamel are almost unlimited. Being designed for outdoor exposure, you can use it on practically anything for which you want a glossy, weather-resisting finish. This makes it an indispensable article to have handy on the paint shelf of the home, farm or workshop. Use it for a bit of quick "touching up" or for the entire job.

Since it comes in a number of rich colors, it will keep wagons, trucks and farm implements attractive as well as in good repair. It will add a dash of color to a multitude of things, such as porch furniture, croquet sets, and even the baby carriage. It provides beauty and protection to canoes and motor boats. In short, it is excellent for any surface you wish to "enamel" against the weather.



S-W Auto Enamel is furnished in ten attractive colors (also black and white), which may be mixed to produce a thousand different shades and tints suited to the object to be painted.

SHERWIN-WILLIAMS

The dark woodwork shown here has a protective coat of Clear Scor-not Vornish. But often the woodwork is pointed the some color os the wolls; and this treatment of your woodwork always mokes your room look longer. Other excellent colors to use for living-room wolls are: light gray (with plenty of yellow in it), o soft, pole green, or o deep cream tone.



A NEW AUTO TOP FOR A PINT OF "PAINT"

YOU will get a good-looking rich black finish for your auto top by using S-W AUTO TOP DRESSING. Also excellent on tire covers, side curtains and other things made of mohair, convos, leatherette, etc. It dries quickly and leaves the surface flexible and water resisting.

This dressing is economical to use. It takes only one pint to refinish the top and side curtains of an ordinary touring car. For the average roadster, you will need only half a pint. And a single pint will fix up the top of a closed car beautifully.



A WAXED FLOOR CASTS SOFT REFLECTIONS

S-W PREPARED WAX keeps floors looking well and free from stickiness. It smooths out beautifully when being worked, so that every bit of it can be used. It doesn't roll up into wasteful little lumps as do inferior grades of wax. Also used successfully on woodwork, furniture and automobiles. Recommended for ball-room floors and bowling alleys.

A HIGH GRADE POLISH

S-W POLISH-OL is a high grade polish for fine furniture and anything requiring polishing. Leaves a clean and shiny surface, and not an oily or gummy one. A very little goes a long way. Splendid for automobile bodies and fenders.

A SAFE PAINT REMOVER

S-W TAXITE is a paint and varnish remover quick and thorough in its action. TAXITE is SAFE. Will not harm the hands. Does not warp wood, raise the grain, or loosen veneers. Removes paint from window panes and mirrors. Follow directions on can carefully.



**Use the best paint
and
hire a good painter!**

AN ECONOMY PAINT FOR FARM EQUIPMENT



S-W WAGON AND IMPLEMENT PAINT is a real economy paint. A coat applied at the right time will prevent farm machinery from "weathering" to pieces. Use it on your wagons, farm implements, trucks, tractors—on anything subjected to hard wear and exposure.

FOR STAINING NEW UNFINISHED WOOD
S-W OIL STAINS are made to be used on new unfinished wood. The beautiful colors range from a silver gray to the richest brown

mahogany, and will stain new wood to any effect desired, without losing the beauty of the natural grain of the wood.

GLAZING ADDS RICHNESS TO WALLS

S-W GLAZING LIQUID tinted to the desired shade with First Quality Oil Colors is used over Flat-Tane or Semi-Lustre to produce the "Tiffany Texture" effects described on pages 4, 18, 19 and 29. "Antiquing" and other navel effects are obtained by glazing over gold, silver and bronze, or painted enameled surfaces.

ONE COAT DOES THE WORK OF TWO

S-W WALL PAINT, No. 96 is a washable interior wall paint of the highest quality. This extremely heavy-bodied paint is unexcelled for producing textured walls of great variety and remarkably rich decorative effects. Use a sponge, stippling brush, cloth, or any other suitable utensil. Tint with First Quality Oil Colors for any color desired. This paint is especially adapted to take care of rough patched walls where an ordinary flat wall paint couldn't possibly cover up the defects.

STENCILING AS A DECORATIVE ART

A stenciled border next to the ceiling is often a desirable decoration. Stencil designs on painted furniture, lamp shades, screens, etc., are also popular. **S-W STENCIL PATTERNS** may be obtained at Paint Headquarters.

The dark woodwork shown here has a protective coat of Clear Scar-not Varnish. But often the woodwork is painted the same color as the walls; and this treatment of your woodwork always makes your room look larger. Other excellent colors to use for living-room walls are: light gray (with plenty of yellow in it), a soft, pale green, or a deep cream tone.



HELPFUL SUGGESTIONS

1. To remove paint or varnish from window panes, soften with TAXITE, then wipe glass clean. Paint can also be scraped off with a safety razor blade.



that particular job. He knows! Good paint deserves a good brush. Good brushes help to bring best painting results. A cheap

brush is expensive economy.



2. Remove fresh paint, varnish, or enamel from clothing and rugs with benzine, gasoline, or turpentine. On very fine materials, use alcohol.

3. Rub a little vaseline on your hands before starting to paint. This will keep the paint from penetrating the skin pores. Clean your hands with turpentine and then wash in soap and water. Use FLAXOAP for this purpose.

4. Important to have the RIGHT brush for the job. Take your dealer's advice as to what kind of brush is best for



5. Consult Paint Headquarters as to what kind of paint or varnish the job calls for. Even the best paint will not work on the wrong surface.

6. Never paint on a hot nor a damp surface.

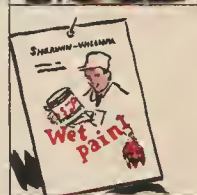
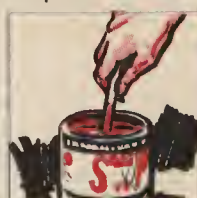
7. Stir paint thoroughly before using, and frequently during operation.

8. Always read and FOLLOW EXACTLY the directions on the can.



9. LET IT DRY!

10. When through painting, always wash out brushes thoroughly with turpentine, benzine or lacquer thinner.





**Use the best paint
and
hire a good painter!**

S-W VARNISH POLICY DEMANDS THE

SHERWIN-WILLIAMS make the **RIGHT** varnish for the **RIGHT** purpose, because they know what is required to produce in every case the best and most satisfactory finish to meet the many different varnish needs existing about the home.

S-W MAR-NOT FAST DRI VARNISH is the finest floor varnish possible to make. It gives a beautiful protective finish to any wood flooring.

You know perfectly well to what kind of treatment the varnished floor in the average home must be subjected. The young people dance on it. The piano and other heavy pieces of furniture are pushed across it. Children scratch and bruise it with their toys. Rain pours in from windows carelessly left open. And sometimes radiators leak.

Now imagine a varnish that will take all this punishment and yet stand up under it, retaining its beautiful appearance. Mar-not Fast Dri is so tough, it isn't even tempted to "powder white" when treated roughly, proving it to be exactly what we claim—a **QUALITY** product. And it will not discolor when it gets wet.

Naturally then, a varnish which produces such a delightfully satisfactory finish for floors will render the same service when used on interior woodwork, or even on furniture.

Mar-not Fast Dri dries to a rich lustre in 4 to 6 hours. You can obtain a beautiful dull finish by rubbing with powdered pumice stone and rubbing oil. The rapid-drying performance of Mar-not Fast Dri is absolutely dependable. You can varnish your dining room floor in the morning (and the table, too, if you like) and serve dinner in the evening with complete confidence that your new varnish finish is actually as dry as though it had been on a year. Two coats can be applied the same day.

FOR FURNITURE AND INTERIOR WOODWORK

S-W SCAR-NOT Varnish produces a rich lustrous finish when used on furni-

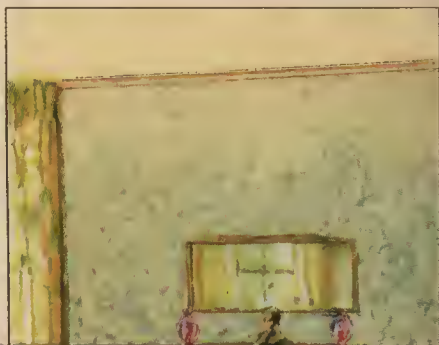


ture and interior woodwork. It dries to a hard film and remains impervious to the ordinary warmth of dishes on the dining table. Nor will you stick to a Scar-not varnished chair, no matter how long you sit in it.

SHERWIN-WILLIAMS

Continued from page 4

The dark woodwork shown here has a protective coat of Clear Scar-not Varnish. But often the woodwork is pointed the same color as the walls; and this treatment of your woodwork always makes your room look larger. Other excellent colors to use for living-room walls are: light gray (with plenty of yellow in it), a soft, pale green, or a deep cream tone.



RIGHT VARNISH FOR EVERY PURPOSE



Walls, Flat-Tone Bright Sage; Floors, Oil Stain Walnut finished with Mar-not Varnish; Woodwork, Enameloid Ivory; —(Below) Entrance Door, Rexpor.

FOR THAT HANDSOME "SATIN" FINISH
S-W VELVET FINISH VARNISH dries *dull* without rubbing. It's a short cut to that handsome "satiny" rubbed effect on woodwork and furniture. For the dull rubbed effect, apply a final coat of Velvet Finish over Scar-not.

A VARNISH THE WEATHER MAN CAN'T DOWN
S-W REXPAR Varnish stands up under all kinds of severe outdoor conditions. It withstands extremes of heat and cold, sudden changes and dry or wet conditions. Being tough and elastic, it does not check or crack.





**Use the best paint
and
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DIP YOUR BRUSH INTO THIS RAINBOW

WHEN it comes to all the odd little paint jobs about the house, there's nothing more fascinating than to do them yourself. You will find ROGERS BRUSHING LACQUER is just the thing you're looking for. This lacquer is easy to put on, dries almost in no time, comes in all the newest colors, and can be used on wood, metal, cloth, leather or glass—practically anything from bric-a-brac to kitchen utensils.

You can paint the book shelves and place the books back in half an hour. Or "Roger" the dining table a new color, and serve luncheon on it almost right away. When Tommy wakes from a short nap, he finds a jolly "new" blue wagon awaiting him, transformed during his sleep. "Keep off the stairs?" Not when you finish them with Rogers. They are back in service before you know it.

Ask Paint Headquarters about the hundreds of fascinating things you can do with ROGERS BRUSHING LACQUER.



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ALSO PRESERVE THAT NEW LINOLEUM

RBL FOR LINOLEUM is a clear lacquer with which you can cover the new kitchen or bathroom linoleum in no time, and almost see it dry while you work. It will bring out the color and design beautifully, which is important, considering how artistic the new linoleums are.

RBL furnishes a protective coating which prevents your linoleum from showing the usual wear and tear. And it's so convenient to use. The way water rolls off a duck's back has nothing on the way RBL sheds water, grease or dirt of any kind.

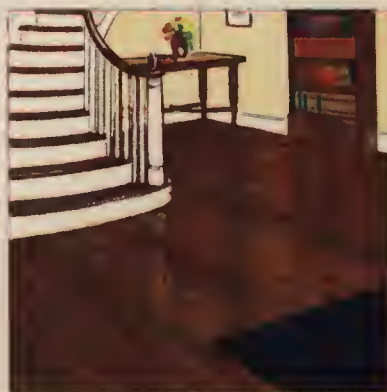


THE WOODWORK MUST BE UP TO DATE

S-W FLO-LAC Rapid Drying, is a transparent varnish with Color in it. It is for floors, woodwork and furniture demanding a new varnish finish but also a change of color or another shade of the original color. It does two things at the same time — stains and varnishes.

Now you can bring new harmony into a room by turning that Golden Oak morris chair into one of rich "mahogany," or making the light pine floor look like dark walnut.

Flo-Lac is transparent, permitting the natural grain of the wood to show through.



Spindles and risers, Enameloid White; Floor treads, rails and bookcase, Flo-Lac Dark Mahogany.



Use the best paint
and
hire a good painter!

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WEARS LIKE THE ROCK OF GIBRALTAR



(Above) Porch & Deck Point No. 48 Gray Stone; (Below) No. 45 Neutral Brown.

S-W PORCH AND DECK PAINT will give your porch floors a surface so resistant they will wear like the Rock of Gibraltar.

Everyone knows that porch floors are the most abused floors. They bear all the house traffic, coming and going, and are tramped on under all sorts of bad weather conditions. Mud, sleet, rain—these are only a few of the reasons why porch floors require frequent scrubbing.



Porch and Deck Paint produces a tough resisting enamel finish equally well on wood or cement, and saves any floor it covers from wearing out. Such floors scrub easily. And the color always comes back all fresh and new.

This paint saves you money.

Porch and Deck Paint lovely colors help to make your porch inviting and livable—and an attractive porch is like "one more room" to the house.

SHERWIN-WILLIAMS

The dark woodwork shown here has a protective coat of Clear Scar-not Varnish. But often the woodwork is painted the same color as the walls; and this treatment of your woodwork always makes your room look larger. Other excellent colors to use for living-room walls are: light gray (with plenty of yellow in it), a soft, pale green, or a deep cream tone.

Just close your eyes, and imagine for a minute how different your dining-room would look if the walls were another color—I'll leave it to you to decide. By using good paint, you can indulge in a variety of effects. Consider the size and exposure of the room and the style of your furniture, the texture of the walls (whether rough



Walls, Flat-Tone Glaze Effect: Blend of Raw Sienna, Raw Umber and Emerald Green; Ceiling, Flat-Tone Cream; Woodwork, Oil Stain Walnut and Scar-not Varnish.



Walls, Flat-Tone Glaze Effect: Ivory glazed and blended from dark to light with Glazing Liquid tinted with Ultra-marine Blue; Ceiling, Flat-Tone Cream; All woodwork, same as walls.



or smooth) and your preference for a plain or stippled effect. Then let Paint Headquarters advise you, and combine this with your own good taste. There is no question about the result—it will be charming.

Whether your walls are of rough or smooth plaster, you can have them done over very economically with a single-tone paint. In case the woodwork jars with the furniture, paint the woodwork too—either the same color as the walls, or in a deeper tone for contrast.

You see, for example, how lovely the general color-tone is in the stippled greenish-blue room pictured here. You might use the same color in a plain tone if you prefer. In that case, paint



Flat-Tone Multi-color Stipple Effect: foundation color, Silver Gray and Coen Stone; first stipple, Shell Pink and White; second stipple, Sky Blue and White; Ceiling, Flat-Tone Ivory; Woodwork, Enameloid French Gray.



in any color harmony you desire. Then think of how sanitary this finish is...the walls can be washed! And, anyway, the patterned wall shows soiled places less easily than a plain wall. Can you imagine anything more sensible for a child's room? (Or for a boy's room where the walls must stand the kicks and scuffles of lively boyhood?)

It is simple to work out any color plan that suits your fancy. If a two-tone stipple is used, you may accent either color by using it for the woodwork. Or, the woodwork may be painted some harmonious contrasting color as indicated in the illustrations on this page. And after all that, why not go a step further, and transform the entire

Flat-Tone Multi-color Stipple Effect: foundation color, Coen Stone, Stipple Color, Pale Green and White; Ceiling, Flat-Tone Ivory; Woodwork, Enameloid Lettuce Green and Ivory mixed equal parts.

your woodwork a considerably darker shade. Can't you just see how the new walls will make your furniture—whether mahogany, walnut or oak—look all the handsomer?

Again, please remember, that the illustrations shown on page 29 should be considered merely as two possible color plans out of a whole world of equally effective combinations.

You are so apt to have flowered cretonne or chintz for draperies and slipcovers in your bedrooms, that one of the very nicest ways to decorate bedroom walls is to have them stippled. The stippled or textured effect may be called a liquid wall paper. It has all the advantages of paint, and in addition, the charm of patterned wall paper



set of bedroom furniture into a brand new set by giving it a judicious coat of paint? It's easy!

We all know, by this time, what's happened to the kitchen. The once-upon-a-time Cinderella of the house-rooms has grown into a frivolous princess, resplendent with all sorts of bright gew-gaws. Even braam handles and pots and pans have run to color. So the kitchen, not to be outdone by its family of utensils, has decided to join the color parade by having its walls and cupboards and furniture painted in gay colors, too.

Here again good paint gets in its in-nings and gives the utmost satisfaction, not only as to appearance, but as to finish and wear. A high grade enamel



Ceiling and walls, Semi-Lustre Ivory; Woodwork, Enameloid French Gray and White; Panels, Canary Yellow; Trim, Porfait.

Ceiling and walls, Semi-Lustre Bright Sage and White mixed equal parts; Woodwork, Enameloid Ivory; Panels of cabinet doors, French Gray and White; Trim, Lettuce Green and Black.



or glass paint provides a surface which can easily be kept perfectly clean, and which maintains a smiling freshness in the face of hard knocks, scratches, and all kinds of spatters.

Your color combination may be as lively as you wish. You can have a light cream, a light green, or a yellow kitchen, and striking contrasting colors for woodwork and other trimmings. The color plans illustrated here show an added step in decoration by panelling the cupboard doors. Gay curtains at the windows will complete the color harmony. At small cost you can make even the dingiest kitchen a joy to work in.

How

THE HOUSE ON THE COVER

DOESN'T this look like a well-groomed house? It has an air of self-respect. It seems at ease in its surroundings. And you are sure at first glance that the owner takes a proper pride in his home, and wants it to keep up with its neighborhood.

Houses are much like people. They have personality. First impressions are tremendously important, and first impressions are determined by outward appearance. This Colonial¹ house you see here is painted in colors carefully selected to suit its architectural style.

FRONT COVER

Body, SWP 375 Colonial Yellow; Trim, SWP White; Shutters, SWP 498 Moss Green and shingled roof of the same pleasing color. New Shingles, C72 Shingle Stain, Dark Green.

BACK COVER

Body, SWP 357 Silver Gray; Trim, SWP 496 Ivory; Shutters, Spanish Blue; Roof, B41 Shingle Stain, Sienna Brown.

